

CSES MACRO REPORT (Mexico 2000)

NOTE: The following report provides information on the items specific to this election. Information on electoral rules, regime type, etc. can be found in the Report prepared for the 1997 election.

4. (a) Parties position in left-right scale (in the expert judgment of the CSES Collaborator):

Party Name	LEFT										RIGHT
1. PAN	0	1	2	3	4	5	6	7	8	9	10
2. PRI	0	1	2	3	4	5	6	7	8	9	10
3. PRD	0	1	2	3	4	5	6	7	8	9	10
4. PT	0	1	2	3	4	5	6	7	8	9	10
5. PVEM	0	1	2	3	4	5	6	7	8	9	10
6. PARM	0	1	2	3	4	5	6	7	8	9	10

PAN 7

PRI 5

PRD 3

PT 2

PVEM 0 ("green party")

PARM 4

YEAR FOUNDED, IDEOLOGICAL FAMILY, INTERNATIONAL MEMBERSHIPS:

PARM: 1958, Social democrat, no international party organization memberships.

NOTE: The year founded, ideological families and international memberships for all other parties are reported in the Report prepared for the 1997 election.

5. In your view, what are the five most salient factors that affected the outcome of the election (e.g. major scandals; economic events; the presence of an independent actor; specific issues)?

a) Major scandals, yes. Months after the last administration took over, the brother of former President Salinas was arrested on murder and corruption charges. The killing of Colosio, first PRI candidate in 1994 was blamed on a political class killing each others. The rescuing of the banking system in 1998 was interpreted as the major corruption ever. The former major of

Mexico City was accused and is facing corruption charges.

b) In 1995 the worst economic crisis in modern economic history erupted. GNP plummeted 15% in the first quarter. This remained as one of the key issues of the election.

c) An independent candidate (Fox) with the determination and the means to challenge the long standing Priista rule. A brilliant campaign of Fox to coordinate the already majoritarian preferences for the opposition but divided in two opposition parties in 1997.

d) Important institutional changes that gave equal access to paid media, together with a truly independent media.

e) Big strategic mistakes by the priista candidate (by the way assisted by Stan Greenberg and James Carville).

If you want more on this I have a paper that analyses the combined effect of ads and news that attempts some assessment of the context in which the campaign took place.

CSES Staff: This paper is available, upon request, from the CSES Secretariat.